

Geographical Indications and poverty alleviation in rural areas

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Launching meeting of the « Oku Honey » GI

Didier CHABROL, CIRAD, UMR Innovation &
OAPI, Technical Assistant PAMPIG

« geographical indication (GI) »?

- “..indications which identify **a good** as **originating in the territory** of a Member, or a region or locality in that territory, where **a given quality, reputation or** other characteristic of the good is **essentially attributable to its geographical origin.**” (WTO 1994: Article 22:1)
- « des indications qui servent à identifier un produit comme étant originaire du territoire, ou d’une région, ou localité de ce territoire, dans les cas où une qualité, réputation ou autre caractéristique déterminée du produit peut être attribuée essentiellement à cette origine géographique ; [OAPI 1999, Accord de Bangui, annexe VI]

GIs are:

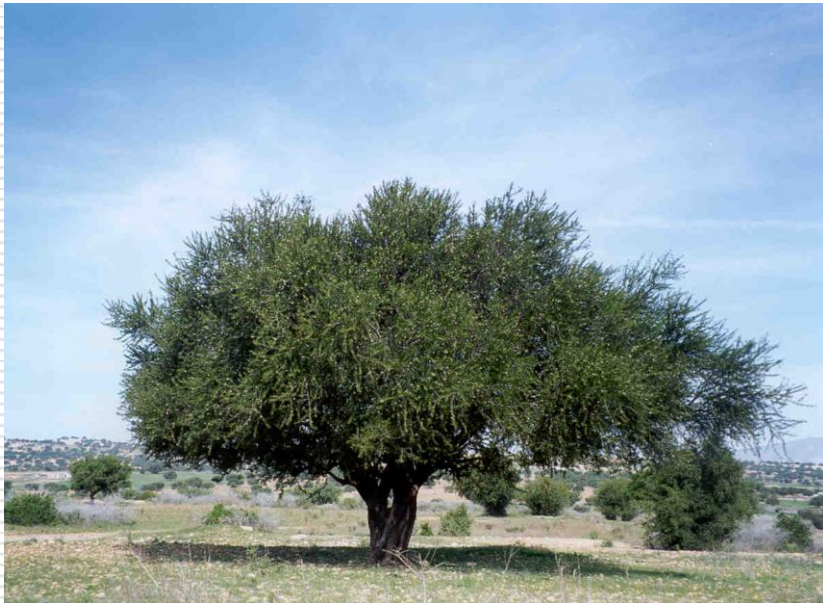
- ❑ An intellectual property tool: protection of A NAME (not a product)
- ❑ A development tool: helps differentiation and identification of a product, in the framework of an “origin marketing”
- ❑ 10000 GI in the world
- ❑ Not THE solution to all problems in all situations

GI challenges and promises

- « Geographical Indications are [...] an integral form of rural development that can powerfully advance commercial and economic interests while fostering local values such as environmental stewardship, culture and tradition.» (International Trade Centre, 2009)

SOME EXAMPLES

Morocco: argan oil



A long, difficult and traditional process from the tree to the oil; Only by local women.

Argan oil: GI as defence tool

- Reputation grows: Price +10 times in 15 years
- Reputation without protection : take care!
 - -> fraud and usurpation
 - -> delocalisation of the extraction stage
 - -> loosing of the name
 - -> risk that women producers do not take advantage of the price boom
- → IG (specifications, organisation...)
- 1st GI in Africa and the arab world.

Cambodia: Kampot pepper



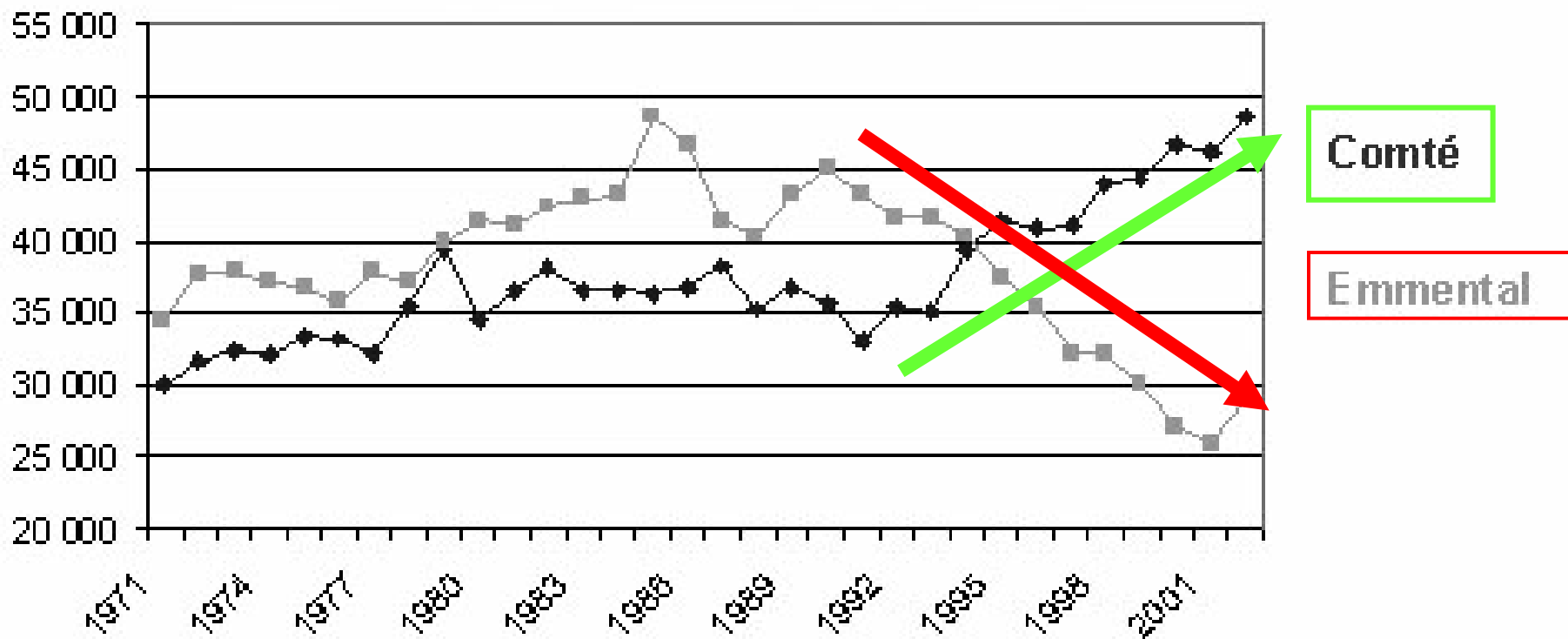
Kampot pepper: GI as an offensive tool

- The GI process fuels up a **quality** dynamic
- **Organisation** of the value chain (producers association, promotion association)
- **Protection** against usurpations

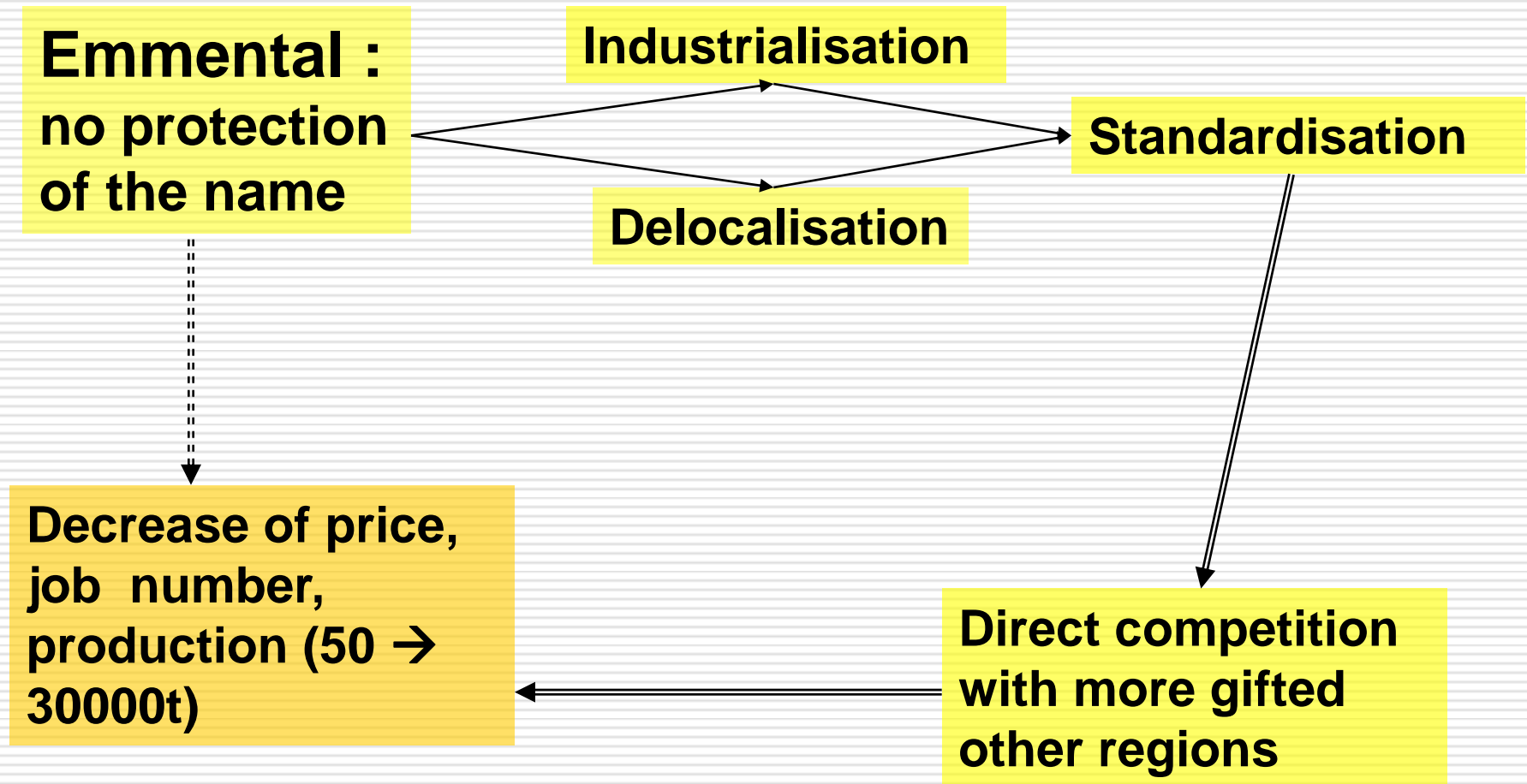
Kilo price→	In US\$	FCFA	Base 100
Black pepper « de Kampot » GI	5,5	3608	183
Black pepper from Kampot not GI	3	1968	100

Buying price of Kampot blackpepper (2009-2010) (Source: François, 2010)

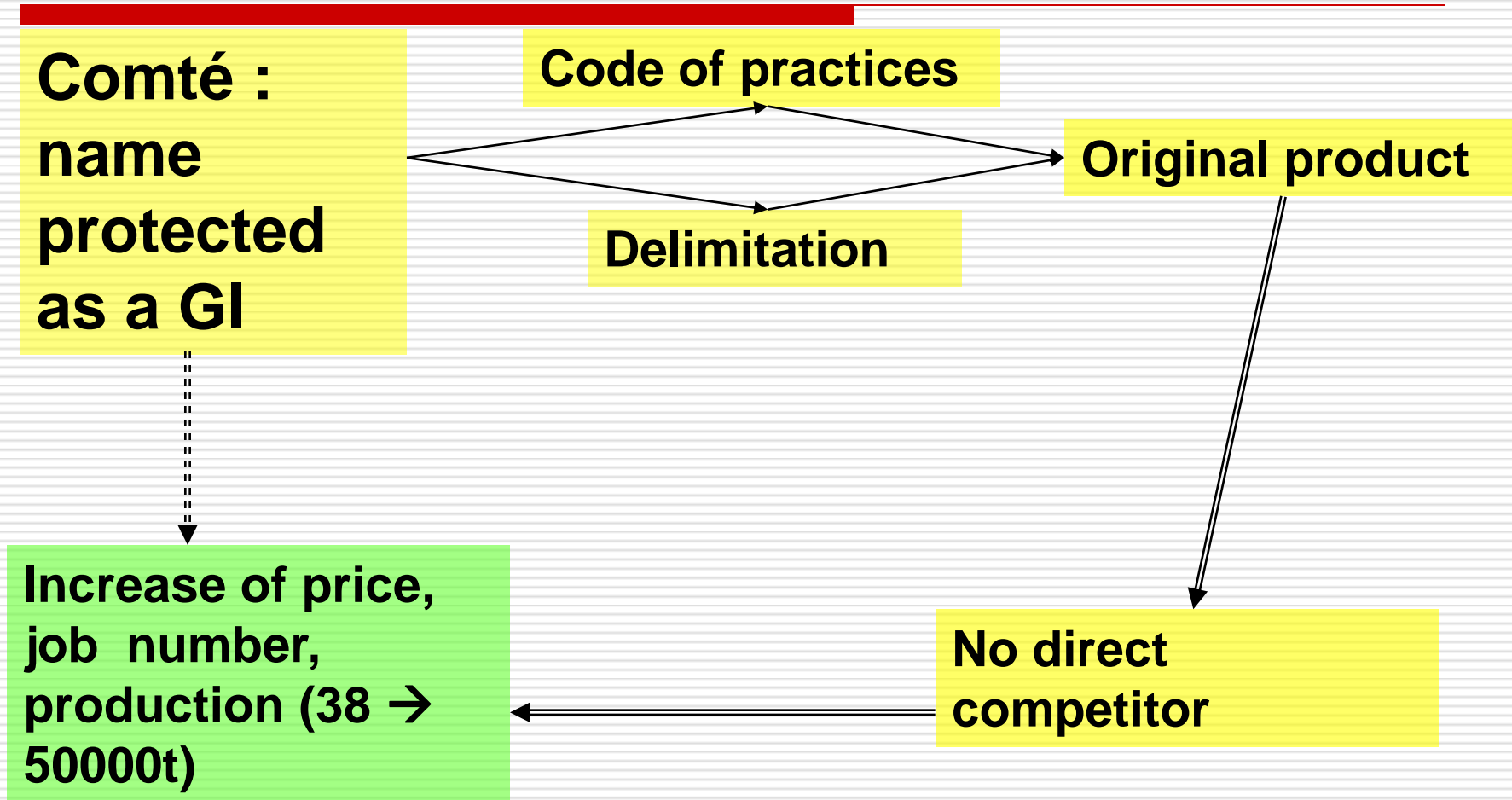
In a French region, 2 cheeses, 2 stories



In a French region, 2 cheeses, 2 stories

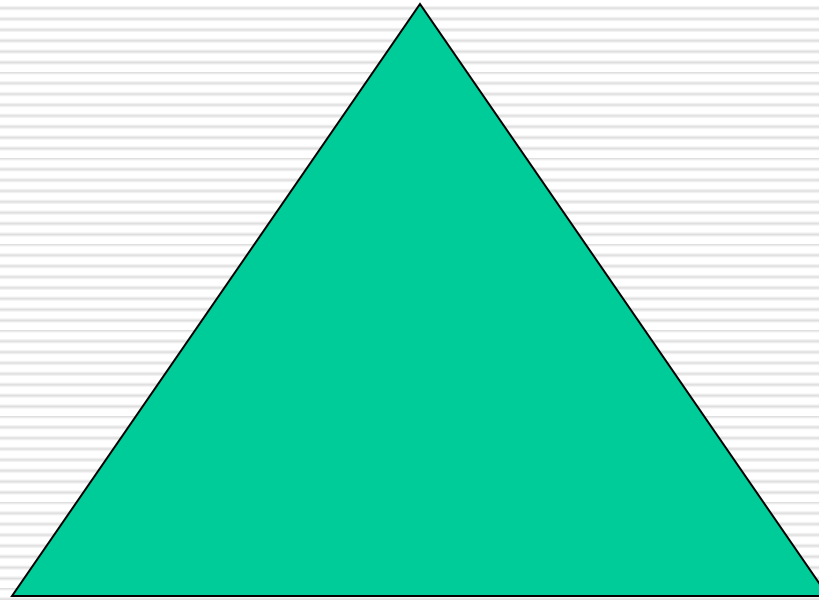


In a French region, 2 cheeses, 2 stories



3 components for a GI

PRODUCT



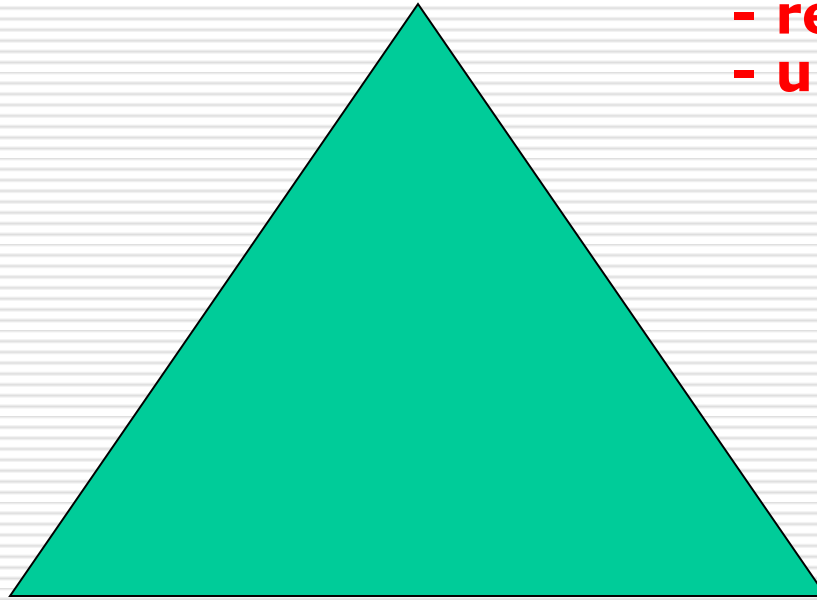
Official
Recognition

PRODUCERS'
ASSOCIATION

Geographical Indication :

Requested conditions for product

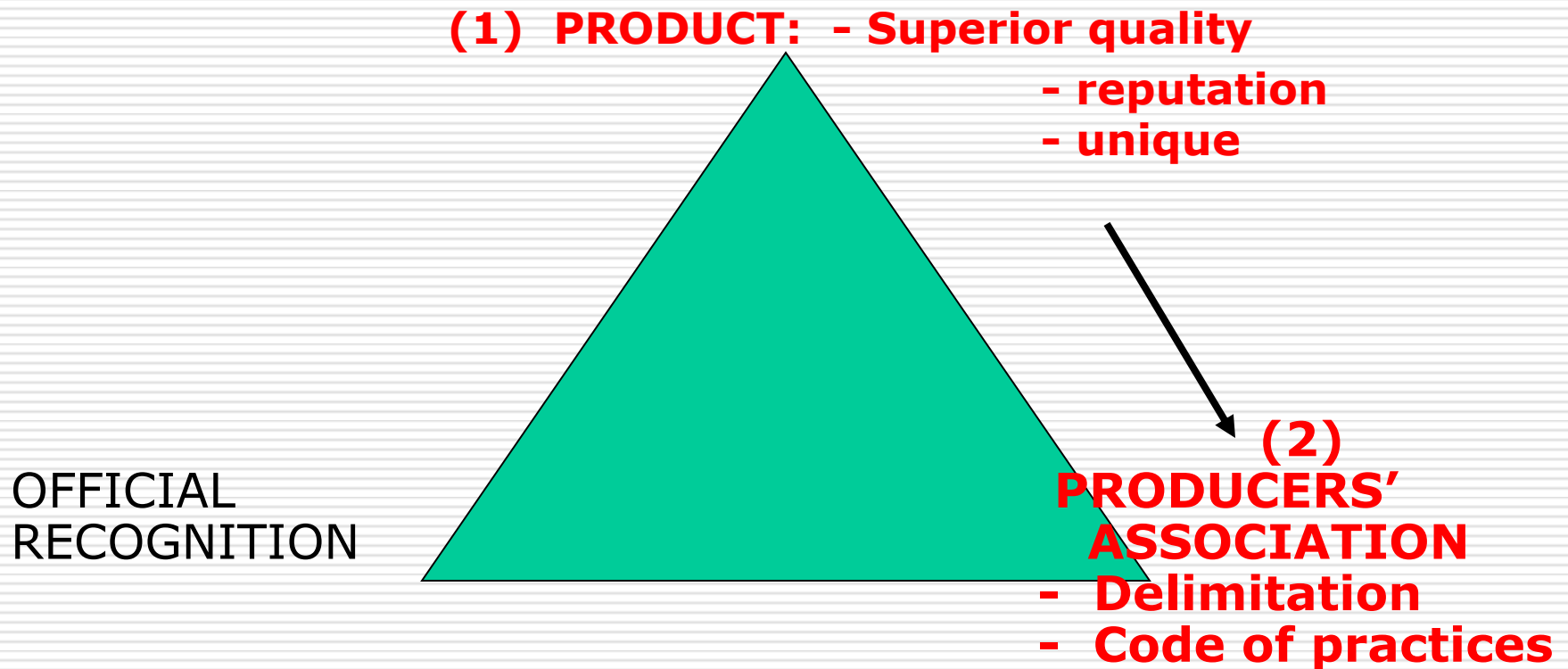
(1) PRODUCT: - Superior quality
- reputation
- unique



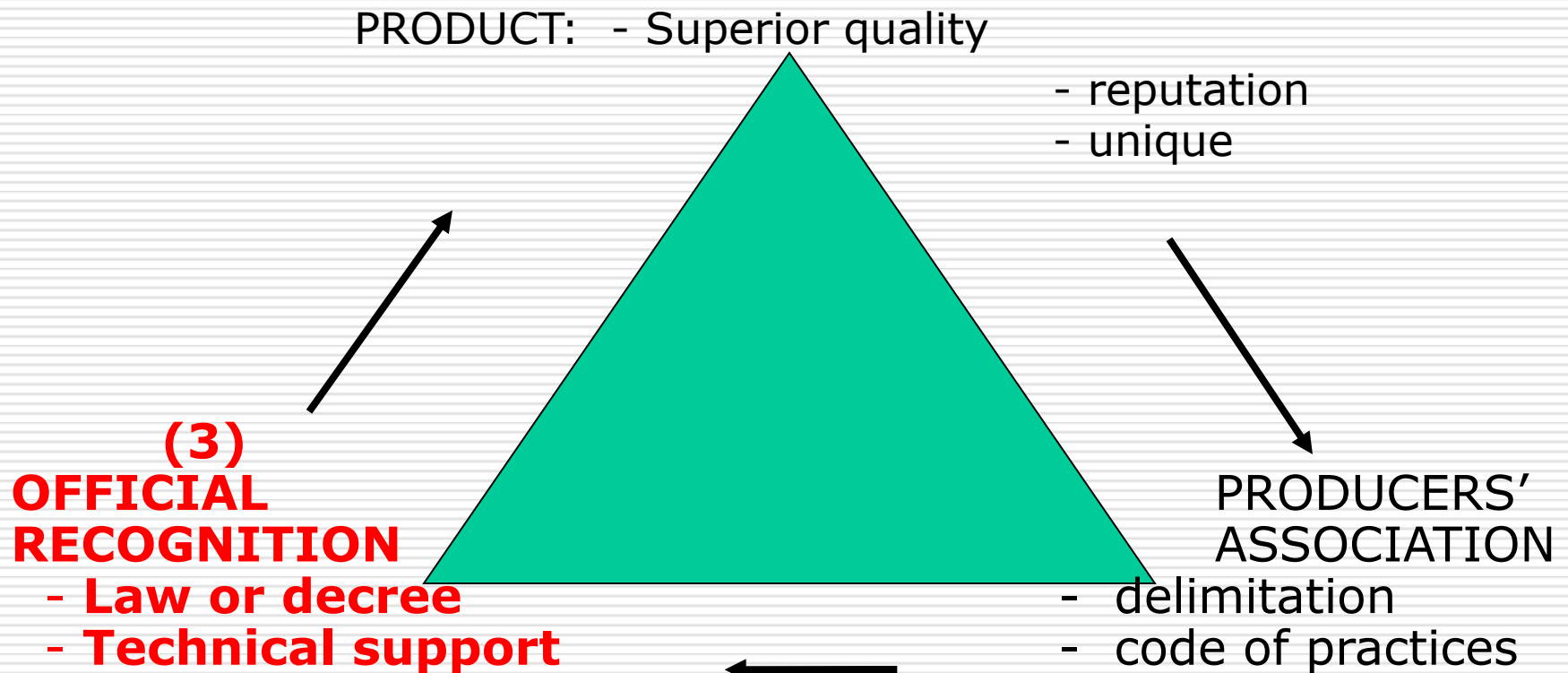
OFFICIAL
RECOGNITION

PRODUCERS'
ASSOCIATION

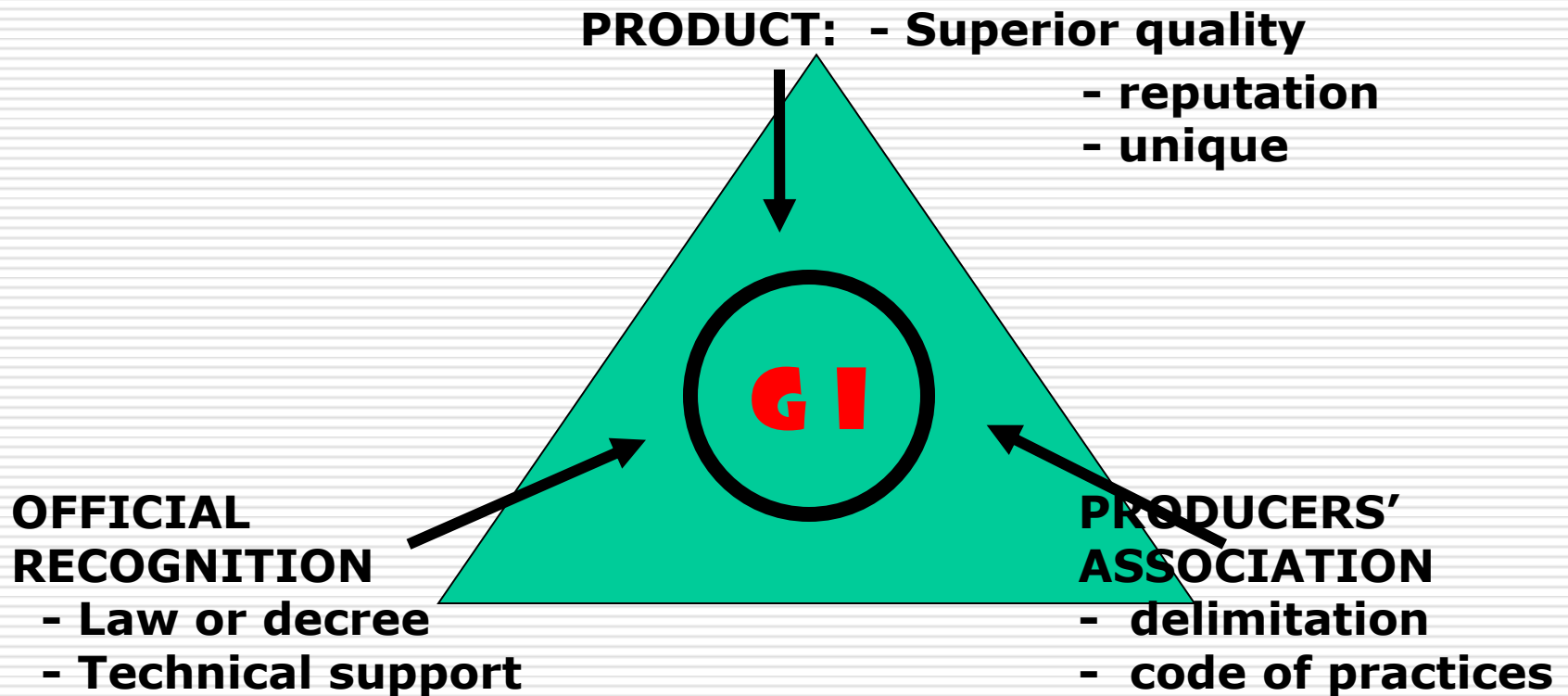
G I: conditions requested from producers



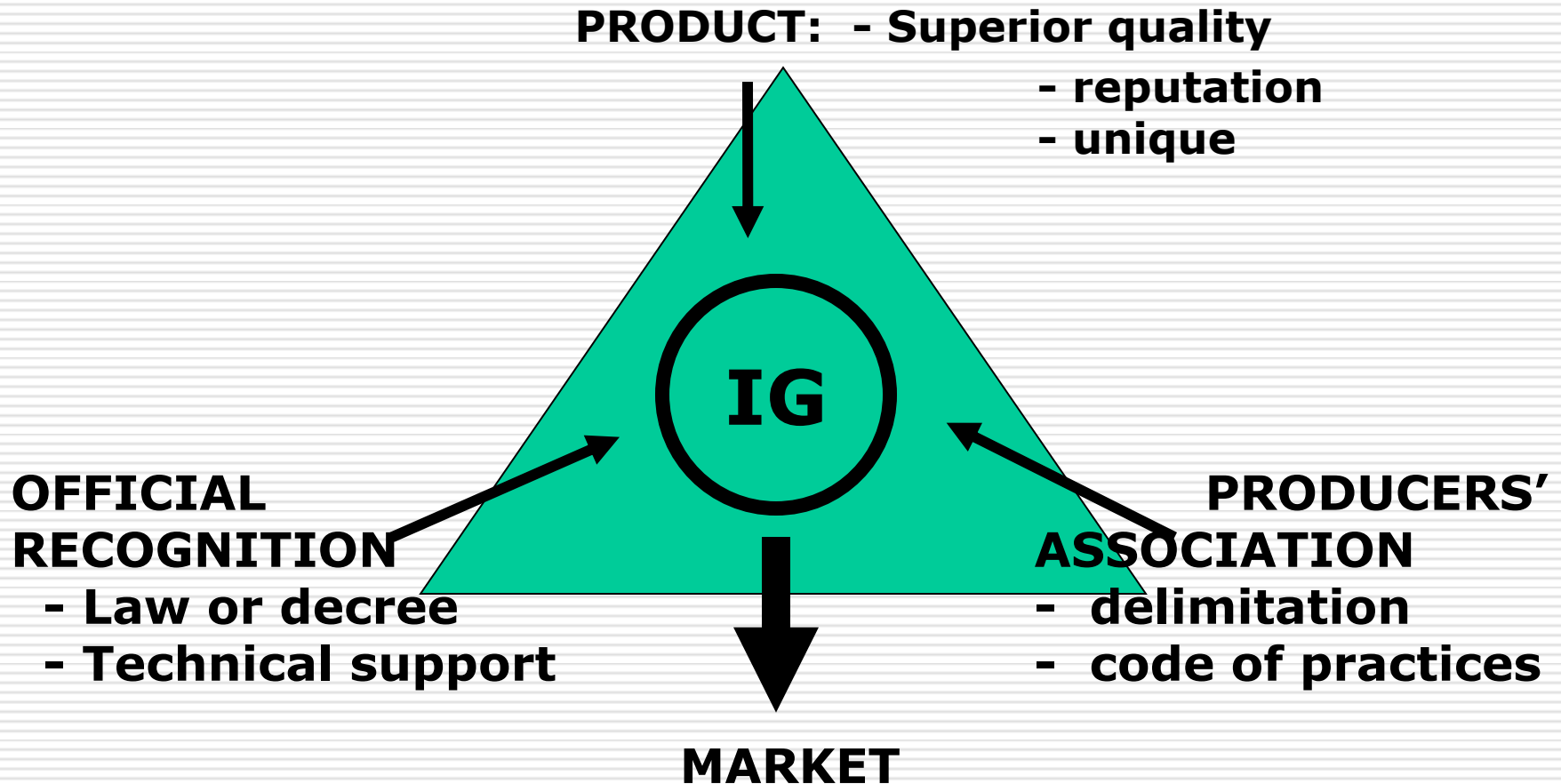
GI: requested conditions from the State



All conditions are gathered: IG



IG : a passport for the market



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- ❑ Promotion of origin products (quality linked to tradition, culture, area...)
 - ❑ Small as well as large scale
 - ❑ Developed markets more and more sensible to origin
 - ❑ Strong protection on some foreign markets as EU

Je vous remercie!

□ Didier.chabrol@cirad.fr

□ Phone: 94 67 52 05